

Remarks

Reconsideration and allowance are requested in view of the above amendments and the remarks below. These amendments are being made to facilitate early allowance of the presently claimed subject matter. Applicants do not acquiesce in the correctness of the objections and rejections and reserve the right to pursue the full scope of the subject matter of the original claims in a subsequent patent application that claims priority to the instant application.

Claims 1-6, 8-14, and 16-18 are rejected under 35 U.S.C. 103(a) over Hoyle (U.S. 6,141,010) in view of Blaser (U.S. 6,757,661). Claims 7 and 15 are rejected under 35 U.S.C. 103(a) over Hoyle and Blaser in view of Nicholas (U.S. 6,865,719). These rejections are defective because Hoyle, Blaser, and Nicholas, taken alone or in any combination, fail to disclose each and every feature set forth in the claims.

Regarding independent claim 1, the references fail to disclose, *inter alia*, "displaying the associated advertisement data in accordance with the advertisement information, said displaying further comprising deciding a validity of the advertisement to be displayed by determining if the effective display period of time for the advertisement to be displayed has expired, wherein different advertisements can be displayed, each advertisement having a different effective display period of time, for the same URL."

Accordingly, since Hoyle, Blaser, and Nicholas, taken alone or in any combination, fail to teach or suggest each and every feature of independent claim 1

as required by 35 U.S.C. 102(b), Applicants respectfully submit that independent claim 1 and its corresponding dependent claims are allowable. Applicants further submit that independent claims 2 and its corresponding dependent claims, are allowable for reasons similar to those set forth above with regard to independent claim 1.

With respect to the dependent claims, Applicants herein incorporate the arguments presented above with respect to the independent claims from which the claims depend. The dependent claims are believed to be allowable based on the above arguments, as well as for their own additional features.

If the Examiner believes that anything further is necessary to place the application in condition for allowance, the Examiner is requested to contact Applicants' undersigned representative at the telephone number listed below.

Respectfully submitted,
/ John A. Merecki /

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John A. Merecki
Reg. No. 35,812

Hoffman Warnick LLC
75 State Street, 14th Floor
Albany, NY 12207
(518) 449-0044 - Telephone
(518) 449-0047 - Facsimile